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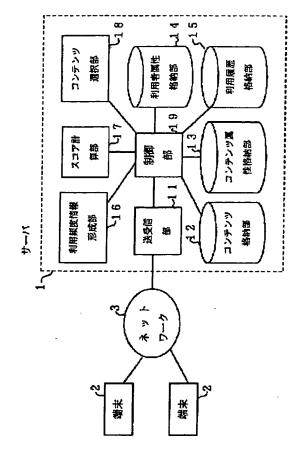
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TITLE

SYSTEM AND METHOD FOR

PROVIDING INFORMATION



ABSTRACT :

PROBLEM TO BE SOLVED: To provide information suitable for the personal taste of a

user.

SOLUTION: Based on the contents identification information and user identification information stored in a utilization history storage part 15, a utilization frequency information preparing part 16 of a server 1 generates utilization frequency data expressing how much every user utilizes contents for each writer or category. On the basis of the utilization frequency data, a score calculating part 17 arranges every user and every writer or category of contents inside an information space on the basis of similarity. On the basis of the calculated result of the score calculating part 17, a contents selecting part 18 selects contents having the score of a small difference. Then, a control part 19 reads the contents identification information corresponding to the contents selected by the contents selection part 18 and the attribute information of the contents out of a contents attribute storage part 13 and transmits and controls them to the side of terminal equipment 2.

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